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MARTIN FOESSLEITNER'S DESIGN FEATURES USING AN EXAMPLE OF THE DEVELOPMENT OF TRAVEL DOCUMENT TEMPLATE FOR RAIL TRANSPORT

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Currently there is increasing emphasis on such an approach of information design which promotes more convenient and efficient people understanding. Branch of design which deals with communication in simple and clear terms, is called an information design. It is frequently the link that binds other design components. However in all cases, information design is reduced to the adoption if decisions how to present the information to make it easier for people to perceive and use it.

Problem urgency is defined by the complexity of guidance in modern urban space replete with various information which got almost out of human control. Workshop “UNOVIS. New utopia” focused on the problem of information provision in Vitebsk urban environment, the leader of which was an Austrian designer, the Vice-President of International Information Design Institute – Martin Foesleitner.

The aim of the study is to determine the features of Martin Foessleitner's methodology in the design process by means of information design using an example of the development of travel document template for rail transport.

Material and techniques. In the process of working chronological, comparative and descriptive research methods were used. Th main sources of information have been web-based information resources, publications in local periodicals of Vitebsk region and also details derived from people interviews.

Findings and their discussion. Through the workshop with students of the Art and Graphics Faculty Martin used the concept of Graziella Tonfoni “espresso coffee”. According to this Information Design can be compared with the concept of the Italian espresso: it requires strong beans = content; well-roasted and brewed = competence; as much water as necessary = little; made

with Moka-pot = simple; sweet and suitable for consumption = aesthetics; to enjoy in public life = context.

According to the Martin Foesleitner's technique the design-process includes three main components (three diamonds): research, creation and testing.

Stage of research includes object analysis by certain set of parameters: location, alphabet, time, categories and hierarchy. The author of this view is the British designer Richard Saul Wurman and he calls it – LATCH (abbreviation by the first letters). He considers: «Any design takes place in situations. Any situation is a set of data. Any date can be organized and represented in at least five main dimensions: locations, visualized by maps; alphabet, as a glossary or index; time, like timelines or sequences; categories, differences without ratings; hierarchies, in measurable figures [1].

Working in groups we were invited to explore space of Vitebsk railway station. It is an important stopping hub of suburban, inter-city and international railway traffic of Vitebsk region. The railway station operated 24 hours a day without regard to the changing seasons. It is used by different categories of persons: schoolchildren (mostly sportsmen), students, specialists whose work involves frequent business trips, pensioners (mostly farmers), inhabitants of Vitebsk and Vitebsk region, residents of the other regional centers and foreign guests. Among them the citizens of the other regions of Belarus and guests from the other states remain in the railway station for the longest time.

Photo fixation is the most important way to investigate the object of the project in greater depth. It is the way to show our surrounding and the way how we both photographers as well and designers relate to them.

According to Martin Foesleitner's technique an important step of the research is also a social interaction with actors of the design process he main idea of which is to conduct interviews. To identify problems encountered railway station users a survey of local residents was conducted. As a result a number of shortcomings in the layout and design of the station was formulated. While expressing their opinion people most frequently talked about a gloomy view of the interior, a confusion with information and a lack of bright accents. But mostly all of them traced back to the fact that citizens and tourists are unable to identify their seat in the city and have difficulties in choosing any particular ways of movement. On the basis of analysis the main problem has been allocated it is an absence of culture reflection for citizens and guests.

As a starting point in choosing the design project Martin offers the concept of universal design that takes into account age, disability, culture, language, social status and so on because there are many other reasons to feel limited and restricted.

This approach is supported by the German designer Tomas Bade: «Any subjects of design requires three basic conditions: study and protect the privacy, provide access to public spaces and offer participation in public life».

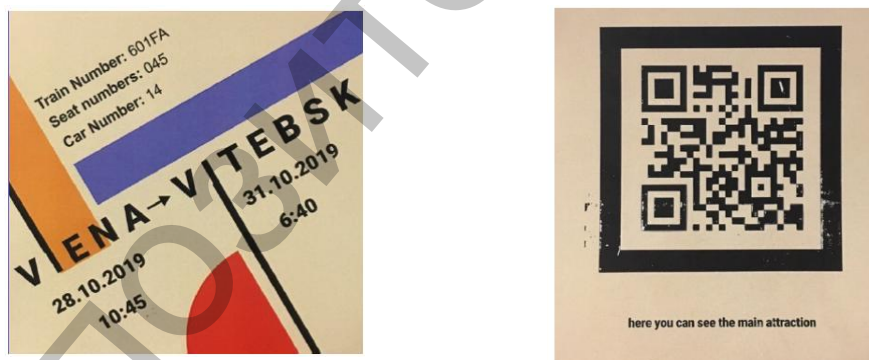
The concept of the Universal Design let us figure out the topic. As railways is one of the most popular way for travelling, and travel document is the first thing which fall into the hands of any tourist, we decide to develop a new travel ticket format and design.

While projecting Martin has offered us to use the concept “A dog”. “If you loose your dog, it may be three strategies for reintegration: seek for the dog, how the seeker behave, imagine if you are a dog. This third strategy can be applied to everything: imagine if you are a sign, folder, fruits in the supermarket, theatre tickets, complimentary ticket, a shoe in the shelf or a cup of espresso, what, how, when, where, who you would like to be presented, processed, reported or recycled”.

We have imagined that we are tickets. We wanted to be compact, not to be pulled on the brim, to be informative and to be attractive. On the basis of received submissions, we have determined that document will contain not only trip data (time, route, train number and etc.), but also a link on the city website with the help of which anyone can receive the main information about the sightseeing and public places of the city.

Well-planned actions lead to the first step immediately. The first way is determinant and must be accompanied by immediate fast prototyping in low resolution.

With the development of a few sketch variants Martin has brought us to the simplest and concise decision with interactive feature – qr-code. As the basis of ticket graphic design were taken the element inherent to suprematic style, which reflected cultural heritage of the city (Picture 1).



Picture 1 – New ticket layout

Obtained product has demonstrated the use of the concept “An iceberg” in the Informational design. The main idea of which is to hide behind the visual forms very important components: analysis, understanding, structure, concept, systematization.

In a testing phase an assessment survey of local citizens about our design product has been conducted, during which the locals supported the idea of railway ticket modernization.

The concept of the Temporary design SHINTO tells the designers that they need to seek for design project. The Informationall design is a constant dialogue

with the context so removal of the old attitudes and searches of new one is also a part of general Martin's technique.

Conclusion. Due to the proposed Martin Foesleitner's technique we are convinced of the importance of each stage of the design process. Moreover due to the closer collaboration with the design object users, we are convinced in the importance of the Informational design.

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THE CONCEPT OF RATIONALISM IN ARCHITECTURE ON THE EXAMPLE OF COMMUNAL HOUSES IN VITEBSK

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Nowadays the concepts of rationalism are increasingly used in the design of architecture and its internal environment. As in the 20th century, this consecution remains innovative. The study of the role and place of this direction in history makes it possible to identify the factors and trends in the development of national and world architecture.

The aim of the research is to analyze rationalistic concepts and their application in the architecture of Belarus.

Material and methods. The purpose of the research is the soviet and modern architecture of Belarus. The main sources of information are monographs and articles devoted to the avant-garde direction - rationalism. A systematic approach is applied. Also some methods like analysis, comparison, generalization and synthesis of the studied information are used.

Findings and their discussion. The avant-garde method - rationalism - was developed in the 1920s - early 1930s. The style is characterized by simplicity and conciseness, rigor and functionalism. Rationalists investigated the psychological perception of architecture and space by people.

A vivid example of the rationalist architecture of housing are houses-communes of the 1920-1930s in Vitebsk, which were associated with the division of the country into western and eastern regions. Their construction has been based on provision of cheap housing to workers and specialists according to the construction program of a new housing type of commune houses since 1921. Such an ideal dwelling had to meet all the sanitary, technical and aesthetic requirements of new Soviet people.

According to the project program, the two- and three-room family apartments had utility rooms and a kitchen, as well as common areas such as bathrooms, showers and closet, and public areas such as a kindergarten, nursery, and reading room library. Separate rooms with a washbasin and public spaces